

Application No.: 10/606911

Case No.: 55313US010

**Amendment to the Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1- 11 (withdrawn)

12. (Currently Amended) A method of applying a retroreflective article comprising a plurality of discrete segments of retroreflective sheeting to a flexible substrate, comprising the steps of:

providing an elongate strip of an article having (i) a carrier with a first major surface and a second major surface and (ii) the plurality of discrete segments of retroreflective sheeting having a first major viewing surface and a second major opposing adhesive surface protected by a release surface, wherein the first major viewing surface of the discrete segments of retroreflective sheeting is attached to the second major surface of the carrier;

exposing the second major opposing adhesive surface of the sheeting; ~~[[and]]~~

applying the adhesive surface of the plurality of discrete segments of retroreflective sheeting to the flexible substrate to thereby adhere the plurality of discrete segments of retroreflective sheeting to the substrate, the discrete segments of retroreflective sheeting being spaced apart from one another on the flexible substrate a distance sufficient to prevent contact between adjacent segments when the substrate is bent a predetermined distance; and

further comprising partially tearing the carrier along a plurality of discontinuities during the step of applying the adhesive surface of the sheeting to the flexible substrate.

13. (Previously Presented) The method of claim 12, wherein exposing the second major surface of the plurality of discrete segments of retroreflective sheeting comprises unrolling a roll containing the plurality of discrete segments of retroreflective sheeting.

14. (Original) The method of claim 12, wherein the exposing the second major surface comprises removing a release liner prior to applying the retroreflective article.

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15. (Cancelled)

16. (Original) The method of claim 12, further comprising the additional step of: removing the carrier from the applied article to thereby expose the first major viewing surface of the sheeting.

17. (Original) The method of claim 16, wherein the carrier is extensible and permits the article to be positioned along an irregular surface of a substrate or along a curved path.

18. (Previously Presented) A method of applying a retroreflective article to a flexible substrate, comprising the steps of:

providing an elongate strip of a conspicuity article having an extensional stiffness,  $A$ , a bending rigidity,  $D$ , and a neutral axis a distance  $y_n$  from a first major surface of the final article, and adapted for attachment to a flexible substrate having an anticipated bend radius ( $r$ ), the conspicuity article having (i) a carrier with a first major surface and a second major opposing adhesive surface [including a tackifier and being protected by a release surface], wherein the first major viewing surface of the sheeting is attached to the second major surface of the, and wherein  $l$

is selected based upon calculating  $\sqrt{\left(\frac{D}{A}\right)\left(\frac{r}{y_n}\right)}$ ;

exposing the second major opposing adhesive surface of the sheeting; and  
applying the adhesive surface of the sheeting to the flexible substrate.

19. (Original) The method of claim 18, wherein the adhesive comprises a hot melt adhesive.

20. (Previously Presented) A method of applying a retroreflective article to a substrate, comprising the steps of:

providing an elongate strip of a conspicuity article having (i) an extensible carrier with a first major surface and a second major surface and (ii) a plurality of discrete segments of a retroreflective sheeting having a first major viewing surface and a second major opposing adhesive surface including a tackifier and being protected by a release surface, wherein the first major

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viewing surface of the sheeting is attached to the second major surface of the carrier and wherein the segments are spaced apart from one another to prevent the contact between one another when the article is bent a predetermined amount;

exposing the second major opposing adhesive surface of the sheeting; and

applying the adhesive surface of the sheeting to the substrate while stretching the carrier to direct application of the segments upon the substrate.

21. (Previously Presented) A method of applying a retroreflective article to a flexible substrate, comprising the steps of:

providing an article having a neutral axis a distance  $y_n$  from a first major surface of the final article, and adapted for attachment to a flexible substrate having an anticipated bend radius ( $r$ ), the article having (i) a carrier with a first major release surface and a second major surface and (ii) a plurality of discrete segments of a retroreflective sheeting of length  $l$  spaced apart from one another by a distance at least  $\frac{y_n}{r} \times l$ , the segments having a first major viewing surface and a second major opposing adhesive surface, wherein the first major viewing surface of the sheeting is attached to the second major surface of the carrier and (iii) the article being provided in a roll so that the second major adhesive surface of the sheeting is adjacent the first major release surface of an adjacent layer of the carrier in the roll;

exposing the second major opposing adhesive surface of the sheeting; and

applying the adhesive surface of the sheeting to the flexible substrate to thereby adhere the sheeting to the substrate.

22. (Previously Presented) The method of claim 21, wherein exposing the second major surface comprises unrolling the roll.

23. (Previously Presented) The method of claim 21, further comprising the additional step of: removing the carrier from the applied article to thereby expose the first major viewing surface of the sheeting.

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24. (Previously Presented) The method of claim 21, wherein the carrier is extensible and permits the article to be positioned along an irregular surface of a substrate or along a curved path.

25. (Previously Presented) The method of claim 21, wherein the second major surface of the carrier comprises an adhesive, the first major viewing surface of the sheeting is attached to the second major surface of the carrier with a second adhesion force, the sheeting provides a first adhesion force when attached to a substrate, and the first adhesion force is greater than the second adhesion force.

26. (Previously Presented) The method of claim 21, wherein the sheeting is selected from the group consisting of enclosed lens beaded sheeting, encapsulated beaded sheeting, prismatic sheeting and combinations thereof.